

#### REMARKS

Claims 1 and 8 have been rejected under 35 USC 112, second paragraph. The claims have been amended accordingly.

Claims 1, 3-11 and 13-14 have been rejected under 35 USC 102(e) as anticipated by Slotznick. The rejection is respectfully traversed.

Slotznick discloses a system for displaying information at a display of a local user computer. In Slotznick, "there is still a need for methods and apparatus which more effectively use interstitial space" to reduce the waiting time in case of downloading pages. This need is solved in Slotznick at, for example, col. 4, line 31 to 34 and col. 1, line 50 to 59. In this regard, Slotznick requires primary and secondary information, wherein the primary information is stored in a first memory device and the secondary information is stored in a second memory device. The primary information and a portion of the secondary information are displayed on the user's screen. During another request, subsequent primary information is retrieved and the secondary information is fully displayed – see col. 4, line 48 to 62.

The invention, on the other hand, provides a technique for displaying screen pages which makes it possible to display advertising banners and content information on small displays, as well and at the same time to improve the legibility. Therefore, the invention is different from that of Slotznick. More specifically, information, such as one page, is displayed on a screen, such that a first element and a second element of the page are displayed in separate spaces of the screen, simultaneously. Significantly, in the invention, the simultaneously displayed elements are separated and displayed on the screen at separate times, such that the first element is advertising information. In this way, it is possible to display advertising and other information, e.g. maintenance information of an internet page to display on small screens, as a result of their being separated.

In Slotznick, the primary and secondary information exist separated in a first and second memory device. The information is therefore not separated – see col. 4, line 49 to 62. This separated primary, and a part of the secondary, information are read out from the memory devices and are displayed separately (the elements, however, are never separated for non-simultaneous display on the same screen) on a screen. Moreover, there is no ability to display the

primary or secondary information since the secondary information is only fully displayed when the subsequent primary information is downloaded.

Claim 12 has been rejected under 35 USC 103(a) as unpatentable over Slotznick in view of Barkan. The rejection is respectfully traversed for the same reasons presented in the arguments above, and since Barkan also fails to disclose the claimed features.

In view of the above, Applicants submit that this application is in condition for allowance. An indication of the same is solicited. The Commissioner is hereby authorized to charge deposit account 02-1818 for any fees which are due and owing, referencing Attorney Docket No. 118990-037.

Respectfully submitted,

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